

Answers and marking guidance

Award one mark per correct, developed point unless stated. Other valid answers should be credited.

2 Name an alternative research technique to a questionnaire.

- User trip
- User trial
- Product comparison
- Product reviews
- Desk research

No marks for: "Survey" (too similar); "Use the internet"; "Market research"

3 Quick check

- a) Identify what information is required
- b) A product review in a magazine
- c) To find confusing or unhelpful questions before wasting responses
- d) A member of the design team

4 Key terms

- 1 – A
- 2 – B
- 3 – C
- 4 – D

5 Describe how a specification is used by a designer during the design process.

- It sets out exactly what the product must do, so ideas are focused
- It is used to check ideas and the final proposal against the requirements (ongoing evaluation)
- It helps the designer explore and refine ideas without forgetting important features

No marks for: A definition of a specification; "A starting point"

6 Outline three areas of the tent the designer would evaluate during the user trip.

- How easy it is to put up and take down
- Head height when standing or sitting inside
- Whether it keeps rain out at the seams and door
- How easy the zips are to use
- How light and compact it is to carry

No marks for: Generic "strength", "size" or "durability" not linked to a part; "Does it work?"